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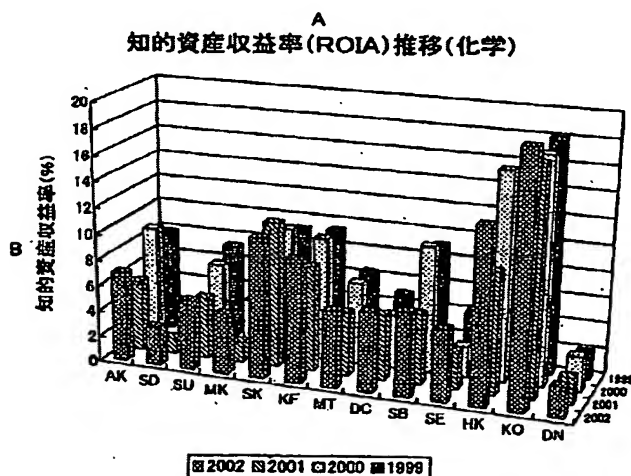
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(54) Title: ENTERPRISE EVALUATION DEVICE AND ENTERPRISE EVALUATION PROGRAM

(54) 発明の名称: 企業評価装置並びに企業評価プログラム



A...TRANSITION OF INTELLECTUAL ASSET
PROFITABILITY (ROIA) (CHEMISTRY)
B...INTELLECTUAL ASSET PROFITABILITY (%)

(57) Abstract: There are provided an enterprise evaluation device and an enterprise evaluation program capable of performing relative evaluation of profit-earning capacity of intellectual asset including such as patents, know-how, brand, and management efficiency in each enterprise under a condition not depending on the enterprise size or intellectual resource profit value. The enterprise evaluation device includes: financial affair information acquisition means for acquiring a total asset, manufacturing/sales profit, royalty income of patent and the like, financial asset, profitability of the financial asset, tangible fixed asset, and profitability of tangible fixed asset of an enterprise from a financial affair database containing enterprise financial affair information; intellectual asset profit calculation means for calculating the intellectual asset profit by subtracting a value obtained by multiplying the financial

asset by profitability of the financial asset and a value obtained by multiplying the tangible fixed asset by profitability of the tangible value from the sum of the acquired manufacturing/sales profit and the royalty income of patents and the like; intellectual asset profitability calculation means for calculating intellectual asset profitability by dividing the calculated intellectual asset profit by the total asset; and output means for outputting the calculated intellectual asset profitability to display means or the like. By notifying the calculated intellectual asset profitability to a user, the user can relatively compare the intellectual asset profitability of each enterprise.

(57) 要約: 本発明は、企業の規模の大小や、知的資産収益の値の大小に左右されない条件で、各社における特許やノウハウ、ブランド、経営効率等知的資産などの収益力の相対評価を行なうことが可能な企業評価装置並びに企

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ATTACHMENT A

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